**Bona Fashion Company**

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Bona Fashion Company

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# Introduction

## Background

The Bona Fashion Company is a company developed with the aim of manufacturing clothing and fashion items. The company is located in the city of Chicago in the United States of America. This is since the location receives more visitors from abroad, both business and adventure tourists. The company ranges from designing accessories, clothing, and shoe for kids and adults. The development of clothing and accessories from fabrics like cashmere and silk, among others, is the art of fashion design. The company uses satin to create exquisite fashion items. Currently, satin is used in the manufacturing of the majority of trends, providing the finished goods a pleasant appearance. The usage of technology in boosting shoe design aesthetics is not unique to Bona Company.

## Mission, Purpose, and Vision

Their goal in the fashion sector is to create and distribute top-notch clothing designs across the globe. Free transportation that is effective for local customers, costs less for customers around the world and offers community members job chances (Tokatli, 2008). The company's goal is to update the fashion industry by creating fresh, on-trend clothing for the younger generation in light of the rising innovation in the technology sector. Bona Company’s vision is to provide fashion products of the best standards to all customers in Chicago and around the globe. To bring in the distinction between our products and other companies’ products and stay at the top of the fashion trends, technology, and the market at large.

# Strategy Map

The fashion industry is a business that is unstable, dynamic, and susceptible to changes in terms of environmental conditions (Markiewicz, 2013). Bona Company from the analysis made, we do find that the following perspectives are accompanied by its operation. We deeply discuss this perspective and suggest the best 3 to 5-year strategy to get rid of them. Firstly, the cross-cultural perspective significantly hampers the company’s goal. Designers must weave clothes in a given style that is intertwined with society’s culture and norms. Chicago city is a modern city and receives individuals from different places of the world and within. The fashions are designed according to customers’ code of dressing, and community norms. In addition, production of a large variety of fashion products to accommodate those customers from abroad.

Secondly, the perspective on the pace of competition. Competition always makes a business alive especially when it is fair. Fashion products are in very high demand in the current world therefore many companies have ventured into this business (Frolick & Ariyachandra, 2006). Bona Company management tries to manage this perspective to maintain its position in the market position and profit margins. When competition in a business is high may either lead to a loss or a profit therefore the Company tries to control this phenomenon by creating products that are superior compared to other companies in the same production.

Thirdly, the perspective on technology. Technology plays a very big role in any industry from production to distribution and management. The more modernized and well-equipped with technology a fashion company is the more the production (Brudan, 2010). Bona Company’s vision is to distribute its products across the globe therefore a call for mass production. The technology allows the company to make innovations and inventions and get them applied easily. The company’s products can be accessed through its website and delivery is made regardless of the customers’ location. Bona Company recruits experts in the technology field. (Bandinelli et al., 2021)

Lastly, a consumer engagement perspective is also a point of concern in the fashion industry. Facts that demonstrate the need to stop its rise through more sustainable solutions emphasize the reality that the current fast fashion model, which encourages high consumption, results in negative effects on the environment and society. One of these options is getting customers to participate in Product-Service Systems (PSSs), which aim to dematerialize fashion consumption by providing packages of items and services. Normally, customers expect to engage with fashion products on an online platform and therefore Bona Company created a website where its available products are posted. Customers are allowed to make orders via the site and pay online as well.

Performance Measure

Every business's objective is what counts. The fashion industries may fall short of their objectives for a variety of reasons. According to scientist Bhardwaj (2010), a business should always consider the customer’s perspectives. The creation of a good customer rapport by availing what they need makes a company grow much in terms of market diversity and revenue. We see the Bona Company adopting this by employing the use of a Product service system that not only allows customers to interact with the company and achieve some goals but also the rapport between the company and them is highly maintained. Godley (1997) suggests that the fashion designs created by the corporation are intended to penetrate the interior and maybe boost sales. Every business must have competent management in place, from handling employees, organizing processes, and verifying supplies, for these aims to be achieved. The Company should conduct a market analysis to understand what consumers desires and the overall market position as per scientist Shen B (2020). The organization can be able to know products from various manufacturers thanks to this study, which helps them establish a grip in the manufacturing industry.

# Reflection

It's not easy to come up with research ideas. The use of the internet and written bibliography about the fashion industry have placed me in a better position to able to handle the task. Lack of general knowledge and answering the topic have been my challenges but the internet guide and prior information from my colleagues and lessons have made me capable. To show the reference of the article used, I needed to understand its whole information which was in absent use in the last assignment.

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